

CM220
UNIT 8 ASSIGNMENT RUBRIC (175 points)

	Points Earned	Points Possible
Content		
Includes a one- or two-sentence logical, persuasive, and problem-solving thesis statement with a claim and reason		5
Opens with an engaging introduction that establishes the issue		10
Ends with an effective conclusion paragraph		10
Supports main points effectively and clearly in the body paragraphs (uses outside sources where appropriate and avoids logical fallacies)		25
Refutes counter-arguments or misconceptions without ignoring data that contradicts the thesis		10
Shows original thought (e.g., does not overly rely on direct quotation)		25
Meets or exceeds 3-4 page minimum length (not including the title or references page)		15
Sources		
Includes four sources with at least one academic periodical article or book (preferably from the Purdue Global Library)		16
Sources are credible and appropriate for an academic audience		5
Includes a source that addresses a challenge to or misconception about the student's argument for change		4
Quality of Writing		
Paragraphs are logically organized and well-developed		20
No major errors in spelling, grammar, punctuation, or sentence structure		5
Writing is clear and concise		5
Uses third-person voice throughout the essay		5
APA Style		
Includes a title page and follows APA 6th edition formatting requirements for title page and document layout		5

Includes complete and correctly formatted APA 6th edition references page with citations for all sources cited in-text		5
Includes in-text citations for sources in APA 6th edition format		5
TOTAL:		175
Comments:		

*Plagiarism violates the Purdue Global Code of Conduct. Plagiarism will result in a "0" grade.